

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
24 February 2005 (24.02.2005)

PCT

(10) International Publication Number
WO 2005/017769 A1

(51) International Patent Classification⁷: **G06F 17/30**

Roderick [AU/AU]; 9/93 Wentworth Street, Randwick, NSW 2031 (AU).

(21) International Application Number:
PCT/AU2004/001099

(74) Agents: **COWLE, Anthony, John et al.**; Davies Colli-
son Cave, Level 10, 10 Barrack Street, Sydney, NSW 2000
(AU).

(22) International Filing Date: 17 August 2004 (17.08.2004)

(25) Filing Language: English

(81) Designated States (*unless otherwise indicated, for every
kind of national protection available*): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,
ZW.

(26) Publication Language: English

(30) Priority Data:
2003904446 19 August 2003 (19.08.2003) AU
2003904784 2 September 2003 (02.09.2003) AU

(71) Applicant (*for all designated States except US*): **RAPID
INTELLIGENCE PTY LTD** [AU/AU]; ACN: 100 473
792, Level 7, 20 Loftus Street, Sydney, NSW 2000 (AU).

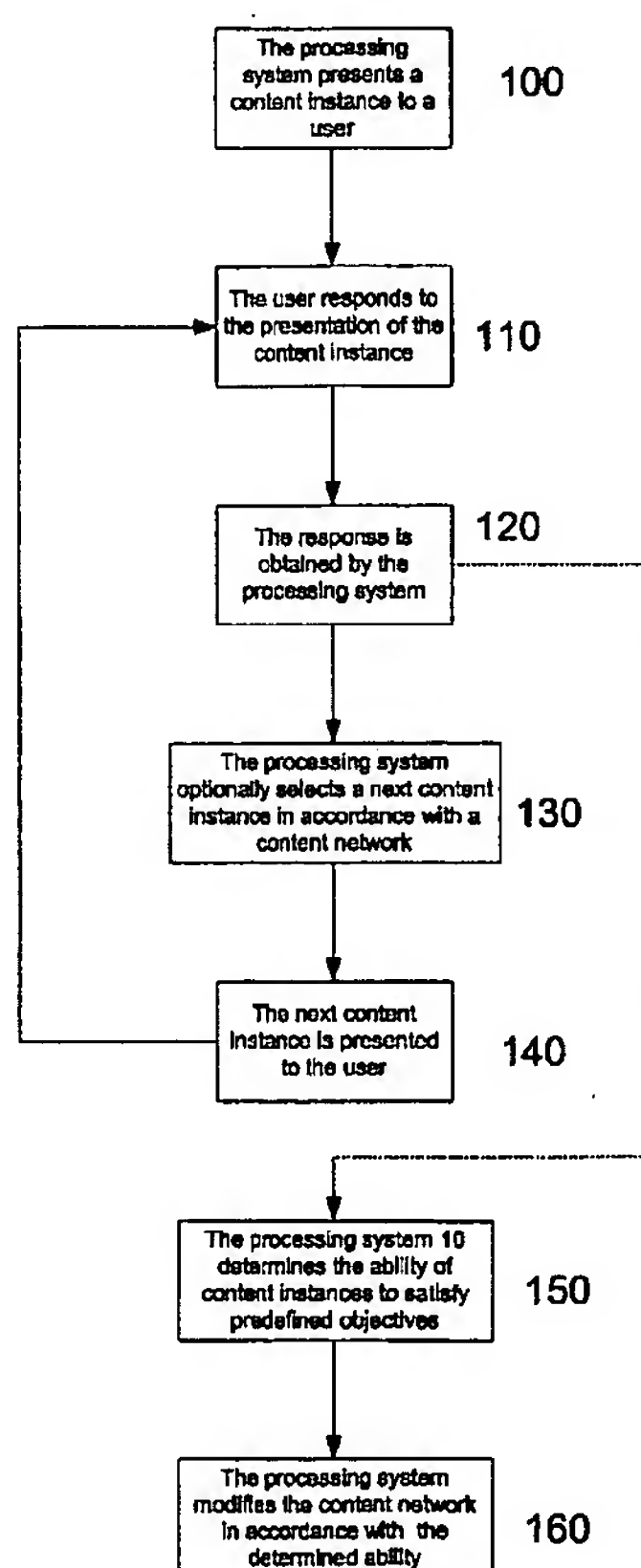
(72) Inventor; and

(84) Designated States (*unless otherwise indicated, for every
kind of regional protection available*): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,

(75) Inventor/Applicant (*for US only*): **METCALFE, Luke,**

[Continued on next page]

(54) Title: **CONTENT SYSTEM**



(57) Abstract: A method of controlling the presentation of content instances using a processing system. The method involves causing the processing system to present one or more content instances to the user in accordance with a content network. The processing system then determines one or more responses provided by the user in response to the presentation of the content instance, before using the responses to evaluate the content in accordance with predetermined criteria. Following the evaluation the processing system modifies the content network to thereby vary the content presented in future.



ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI,
SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

— *with international search report*